



Memorandum

To: Chief Academic Officers and Provosts

From: Dr. Paula Compton, Associate Vice Chancellor, Articulation and Transfer

Date: June 1, 2016

Subject: New Career-Technical Assurance Guide (CTAG): Media Arts

I am pleased to announce a new Career-Technical Assurance Guide (CTAG) that facilitates transfer from Ohio's Public Secondary Career-Technical institutions to Ohio's Public Colleges and Universities in the area of Media Arts. This memo provides an overview of the Media Arts CTAG and also addresses the need for the participation of Post-Secondary institutions.

Media Arts

The Media Arts CTAG was created through the Secondary Career-Technical Alignment Initiative (SCTAI), a collaborative effort between the Ohio Department of Higher Education (formerly, Ohio Board of Regents) and the Ohio Department of Education (ODE), which supports the legislative mandates in ORC 3333.162. Faculty experts from two-year and four-year institutions, across the state, worked on the initiative to ensure similar academic content by examining and providing input into ODE Technical Content Standards and then aligning those standards with post-secondary learning outcomes. A survey was sent to all of Ohio's Public Colleges and Universities for review, comment, and endorsement. Findings favored the creation of a statewide agreement in Media Arts and the addition of four new Career-Technical Articulation Numbers (CTANs), for statewide articulation. The attached assurance guide details the criteria that will provide secondary career-technical students the opportunity to earn credit for the approved CTANs below.

The Media Arts CTAG includes the following courses (CTANs):

- CTMDA001 - Introduction to Digital Media Arts and Media Design**
- CTMDA002 - Introduction to Audio Production (OAN - OCM007)**
- CTMDA003 - Introduction to Single Camera Video Production (OAN – OCM008)**
- CTMDA004 - Multi-Media Production for the Web**

Please see attached CTAG document for course descriptions and identified learning outcomes.

The first CTAN **CTMDA001 - Introduction to Digital Media Arts and Media Design**, as well as, the fourth **CTMDA004 - Multi-Media Production for the Web** are new CTANs. If your institution offers a course(s) with similar content to either of these CTANs, please submit the course through the Course Equivalency Management System (CEMS) for review. Providing a submission upon receipt of this correspondence and no later than September 26, 2016, will allow the course(s) to be reviewed in the next review cycle.

The second CTAN **CTMDA002 - Introduction to Audio Production (OAN OCM007)** and **CTMDA003 - Introduction to Single Camera Video Production (OAN OCM008)** are already TAG courses. Institutions that previously received TAG approval **do not** need to take further action. ODHE will copy the data for this course approval in the CEMS on your institution's behalf. Institutions that **do not already have TAG approval must** complete the TAG submission and approval process before (CT)² approval can be granted.

Compliance Expectations: Also attached to this correspondence is an expected compliance chart which shows courses which matched the learning outcomes of the four CTANs. Potential course alignments were identified by Institutional self-reporting via survey and through audits conducted by the ODHE.

All institutions will need to make a submission for the aforementioned CTANs if they have comparable courses.

Statewide Teleconference: There will be a statewide Media Arts discipline-specific teleconference. The purpose of this teleconference is to familiarize institutions with the CTAG process, facilitate timely submissions, and provide an overview of what is required from institutions making submissions. The meeting will be held on Friday June 3, 2016 and will convene at 2:00 p.m. Faculty are encouraged to complete the registration for the teleconference, <https://www.surveymonkey.com/r/FDZ7HRX>.

Faculty Review Panel Nominations: A faculty panel will also be composed in order to conduct reviews for institutional courses submitted through CEMS. If you are aware of a faculty member who could potentially serve as a faculty review panel member for the Media Arts CTAG course equivalency review process, please follow the link to submit your nomination <https://www.surveymonkey.com/r/M2N868F>. Nominations should be submitted no later than June 17, 2016.

I would like to thank all of those involved in this process for their dedication and support. The names of the faculty participants are listed on pages 6 of the Media Arts CTAG. If you have any questions in reference to content of the Media Arts CTAG, please contact Jamilah Tucker, Director of Career-Technical Transfer Initiatives, jjones@highered.ohio.gov, 614-466-0543 or Monique Menefee-Proffitt, Associate Director of Career-Technical Transfer Initiatives, mmenefeeprofitt@highered.ohio.gov, 614-387-1022. For technical assistance with a submission, please contact Ryan Cupp, Administrator Career-Technical Transfer Initiatives, rcupp@highered.ohio.gov, 614-752-9474.

Enclosures (2)